



## Presently two of the top printers in the US have adopted Hamillroad's patented screening technology to drive efficiencies in their heat-set operations.

**“We have stored ink profiles (ink duct settings) for jobs previously printed with conventional (200 lpi) halftone screens. Since changing to Auraia, I have been able to reduce those ink profiles by between 15-20%, whilst still maintaining solid ink densities. Needless to say, my MD was delighted to hear this, as it translates into real cost savings.”**

Everyday millions of magazines are printed using Auraia DMS (Digitally Modulated Screening) around the world.

Printers love how Auraia can reduce issues of piling on press, whilst publishers admire the photo-real image fidelity created on their magazine pages. Advertisers are equally impressed by Auraia's consistent delivery of sharp and legible text.

Auraia DMS is a patented intelligent screening technology designed for the lithographic offset printing environment, that uses a unique and smart algorithm to lay down carefully controlled and robust dots on plate. The result is faster make-ready, and a more reliable production experience, so that you can print more chargeable jobs!

Whilst Auraia DMS matches the best characteristics of conventional screening, Auraia dramatically enhances image fidelity, stability and cost savings, in real production environments under typical plate and press conditions.

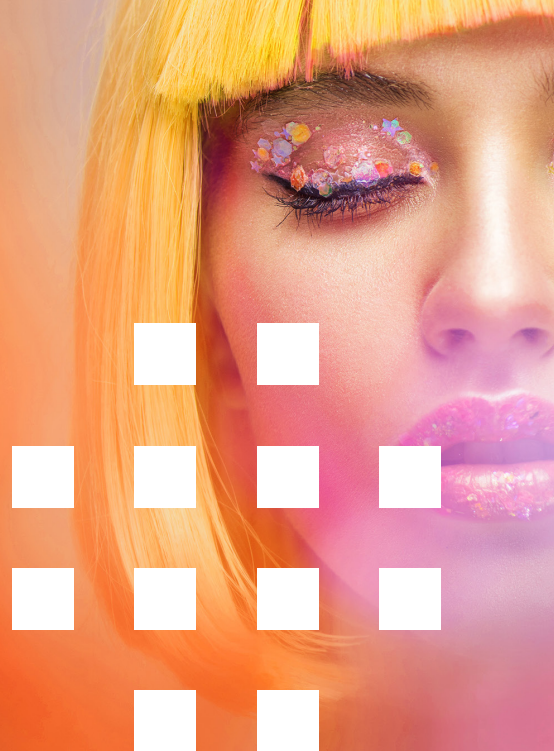
In addition, Auraia DMS is proven to reduce costs compared to conventional screening technologies, delivering real-world ink savings, as well as a reduction in waste, water, and energy. Crucially, there is no compromise on quality – Auraia DMS is held in high regard for its ability to produce photo-real image fidelity in stunning magazines, catalogs and books.

Rod Clark, Press Minder  
Parkes Print Group

# AURAIA'S INTELLIGENT DOTS...

Auraia's patented screening technology precisely controls the dots in each separation while its "stochastic rosette" interleaves the screens in the separations to eliminate noise and moiré. In addition, the stochastic rosette minimizes ink build-up on dots, maximizing the amount of light filtered, contributing to significant ink savings. However, unlike other screening, it does not require high-end plates to hold tiny pixel shapes which can suffer from wear.

Auraia's clever algorithm ensures that no dot is too small to plate or print yet still not large enough to be visible. The result is visually stunning Ultra High-Definition printed magazines and catalogs, not possible to achieve with conventional screening methods. No longer are printers restricted by problems with moiré, color shifts, banding, dot gain variation and so on, but are free to do what they do best – meet their customer expectations with 'beautiful' presswork.



## COMMERCIAL BENEFITS

- Attract new clients and compete on price without compromising on quality
- Reduce ink by up to 20%
- Reduce blanket washes
- Use less water/fountain solution (typically ~10%)
- Reduce waste with faster make ready
- Save drier energy - quicker drying
- Reduce charge backs with more consistent print

## CUSTOMER BENEFITS

- Win new business & retain customers with consistent 'photo-real' image fidelity
- Improved image fidelity 400-600 lpi
- Print more sustainably (less ink and waste)
- Smooth flat tints (no rosettes) and no moiré
- Sharper reverse / screened text
- Tone range of 0.5% to 99.5%
- No plugging of shadows with density drift

## Print more sustainably

### ENVIRONMENTAL BENEFITS

- Add value and help customers meet their sustainability goals
- Reduced waste - faster make ready
- Reduced water - less web growth/fan out
- Reduced drier energy - quicker drying
- Fewer plate remakes - longer runs

## PRODUCTION BENEFITS

- Significantly increase press capacity (print and invoice more jobs in the same time)
- Less piling
- Faster make ready
- Overcome mis-registration issues
- Stable color
- Consistent presswork
- Longer runs

Find out more

[www.hamillroad.com/auraia](http://www.hamillroad.com/auraia)

Hamillroad Software Limited  
1 Quayside, Bridge Street, Cambridge CB5 8AB

T: +44 (0)1223 752640  
E: [sales@hamillroad.com](mailto:sales@hamillroad.com)

[www.hamillroad.com](http://www.hamillroad.com)

**hamillroad**   
Transforming the image of print